

Therma-Tru® Doors Brand Standards and Guidelines

2010 Edition

THERMA TRU®
DOORS

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Introduction

In order to most effectively and successfully communicate the Therma-Tru® brand strategy to our associates, customers and homeowners, we present our corporate brand standards and guidelines.

Our goal is to provide a framework for applying the Therma-Tru corporate identity to a wide range of branded communications. These guidelines present a unified and graphically-appealing brand and, therefore, require the consistent use of name, logo, typography and color. Please refer to these guidelines often to ensure that our graphic elements are used properly.

If you have any questions about the guidelines, please contact the Marketing Department at (419) 891-7400 or 1-800-THERMATRU (843-7626).

Philosophy

Our Vision:

To be the premier entry door company in North America known for beautiful and high-performance door systems, an easy purchase experience, and the expertise of our associates and business partners.

Inspirational.

Our Mission:

To outperform the North American residential entry door market by serving all four of our customer segments — builders, remodelers, dealers and homeowners — with unique knowledge and capability; by delivering the best product offering in the industry through close collaboration with our industry-leading fabricator network and, above all, by creating a Therma-Tru that is “easy-to-buy-from” with clear and simple business practices and an exceptional supply chain. To accomplish this mission, we will develop an organization of confident and capable associates, ready for the competitive challenge.

Real simple.

Our Red Door Promise:

The Therma-Tru® Red Door Promise — brought to you by the inventor of the fiberglass door — is our commitment to providing the easiest solutions that enable us, our partners and homeowners to . . .

Always make a great entrance.

Color Usage

Brand Colors:

The Therma-Tru® brand logo colors are red and gray. No tints, shades or other variations should be used.

THERMA TRU
DOORS



Therma-Tru Red



Therma-Tru Gray

Pantone®	PMS 485	PMS 423
4- color process	100 cyan 100 magenta	60% black
R	237	102
G	28	102
B	36	102
Web-safe RGB	ff3300	666666
unrestricted RGB	ed1c24	6a6565

Why Gray?

Gray text pushes the red door portion of the logo forward – keeping in step with our brand strategy and the Red Door Promise. This treatment visually elevates the red door symbol within the logo.

Color Specifications

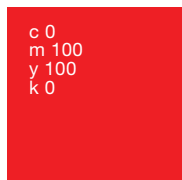
For the red door in the logo, and in any other instance where red will be used, always use the Therma-Tru Red. The value for this color is PMS 485. For printing 4-color, it is CMYK: C-0, M-100, Y-100, K-0. For internet, it is Websafe: ff3300 or RGB: R-237, G-28, B-36.

For Microsoft Word, PowerPoint and other on-screen applications, use JPEG files. When printing high resolution, use EPS files.

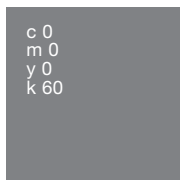
For the Therma-Tru letter forms, always use the Therma-Tru Gray. The value for this color is PMS 423. For printing 4-color it is CMYK: C-0, M-0, Y-0, K-60. For internet, it is Websafe: 666666 or RGB: R-102, G-102, B-102.

Color Usage (continued)

Brand Color Palette:



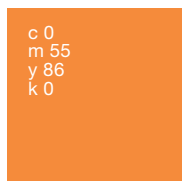
Therma-Tru Red



Therma-Tru Gray

The colors identified on this page are to be used as accent colors in Therma-Tru® branded communications. Using these colors helps to quickly and visually distinguish one Therma-Tru product line from another. Bold solid color is not recommended for background use. All body copy must use the 80% black, unless the point size is smaller than 7pt, or 9pt for 23 Ultra Light Extended or 27 Ultra Light Condensed will use 100% black.

Product Specific and Accent Colors



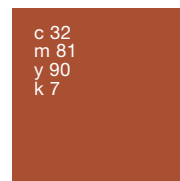
Moderate Orange Classic-Craft®



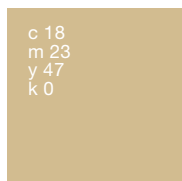
Therma-Tru Red Tru-Defense®



Dark Reddish Orange Fire doors



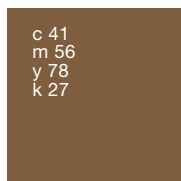
Dark Red ProEdge™ & Profiles™



Light Tan Traditions steel



Light Brown 8-foot doors



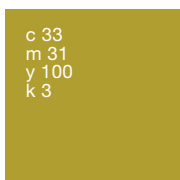
Dark brown Options palette, accent color



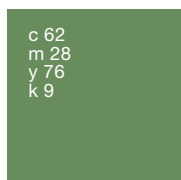
80% Screen Black Text



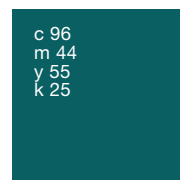
Light Yellow Back of book tabs



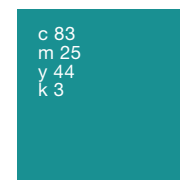
Sage Patio Doors



Green Fiber-Classic®



Dark Aqua Intro of book tabs



Light Aqua Smooth-Star®

Logo Usage

Correct Options for Therma-Tru® Logo

4-Color logo

4-Color Logo
reversed on black1-Color Logo
on solid background

1-Color logo



Logos are a key visual component to a brand's identity. They are unique and designed to complement a company's name and its products. The Therma-Tru logo has two basic elements — the custom typeface and the red door symbol between *Therma* and *Tru*. The gray typefaced logo with red door is our primary identity and should be used, especially on core Therma-Tru communications. The reverse typeface logo in white should be used only when applied on a dark-colored background.

Size Guidelines

The Therma-Tru logo should appear large enough to be clearly identified.

Print: Minimum size is $\frac{3}{4}$ " wide.

Online: Minimum size is 125 pixels wide.

Logo Usage (continued)

Incorrect Usages for Therma-Tru® Logo

DO NOT
Stretch the logo horizontally to
fit in a particular space.



DO NOT
Increase the scale of a
low-resolution logo that
will result in pixelation.



DO NOT
Stretch the logo vertically to
fit in a particular space.



DO NOT
Enclose the logo within
a holding shape.



DO NOT
Change the color
of the logo.



DO NOT
Change the font
within the logo.



DO NOT
Use the positive version of the
logo against dark backgrounds.



DO NOT
Use the logo without all
of its components.



DO NOT
Rearrange the components
within the logo.



DO NOT
Use the reverse 4-color version
of the logo against backgrounds
where elements will blend.



Tagline Usage

Correct Options for Therma-Tru® Tagline

Therma-Tru's approved tagline is:

The Most Preferred Brand in the Business™ = 33 Thin Extended Oblique, 15 pt

This font face should only be use on point sizes greater than 12pt

The Most Preferred Brand in the Business™ = 63 Medium Extended Oblique, 15 pt

This font face must be used on point sizes less than 12pt, but can be also be used as an alternate font face for point sizes larger than 12pt

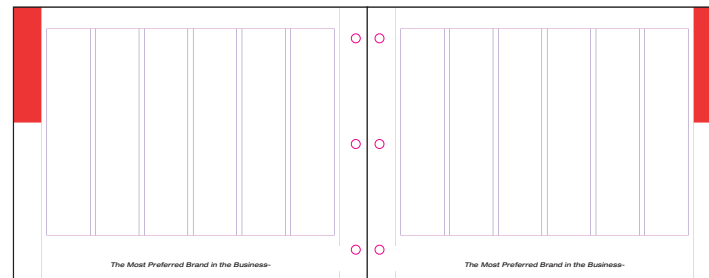
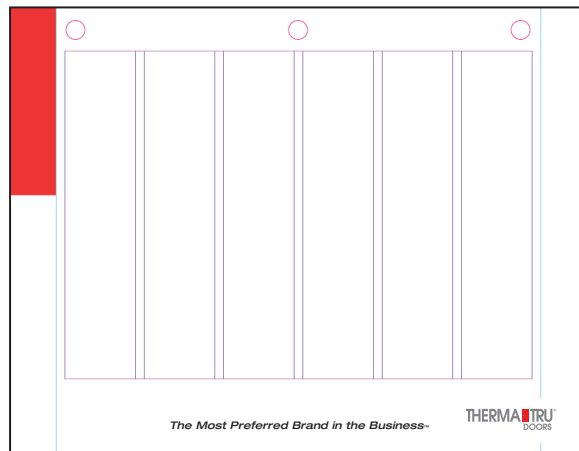
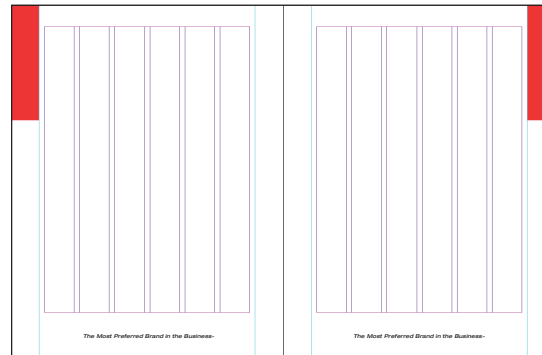
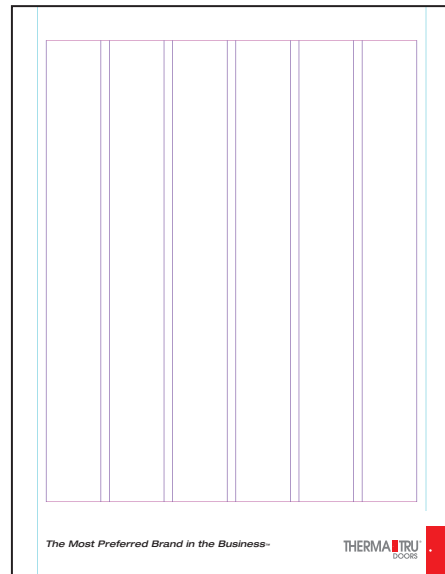
The tagline is to be used in advertising, web and literature when deemed appropriate. The tagline is not part of the Therma-Tru logo and must be placed away from the Therma-Tru logo. Refer to page 10 for examples of placement Recommended font faces are as listed in above examples. Recommended color is 80% black.



The tagline can NOT be placed below the logo

Tagline Usage (continued)

Correct Options for Therma-Tru® Tagline



Logo Usage (continued)

Therma-Tru® AccuGrain® Technology

4-Color logo



Exclusively for the Classic-Craft® Product Line

The AccuGrain logo symbolizes our leading-edge graining technology. It is, therefore, imperative that the AccuGrain logo is used as illustrated in this document. Use the AccuGrain logos as shown here without alterations. The ® symbol must always appear at legible size and will always be positioned outside of the circle on the lower right hand corner.

1-Color Logo on solid background



Color Specifications

For a two-color version of the logo, print in these two colors: Black and PMS 485. The logo's outer circle, the "A" and the "G," and the word "TECHNOLOGY" will all appear in PMS 485. All other elements are to be reproduced in black. The one-color version of the AccuGrain logo will always print in black as a solid or as black with accent tints at 65%. Reversing to a white background is allowable on dark color backgrounds. For any instance where red will be used, always use the Therma-Tru Red. The value for this color is PMS 485. For printing 4-color, it is CMYK: C-0, M-100, Y-100, K-0. For internet, it is Websafe: ff3300 or RGB: R-237, G-28, B-36.

1-Color logo



Size Guidelines

The AccuGrain® logo should appear large enough to be clearly identified. If you cannot read the word "TECHNOLOGY," the logo has been reproduced too small.

Print: Minimum size is $\frac{3}{4}$ " wide.

Online: The minimum logo size is 75 pixels wide. NOTE: The ® will need to be large enough to be read clearly.

Font Usage

Helvetica Neue LT Std

Easy-to-read and cleanly simple in style, the Helvetica Neue LT Std font is the chosen visual ambassador for the Therma-Tru brand. As such, it plays an important role in helping to project the company's messages of ease, simplicity and inspiration. The Extended family of the font endows this traditionally-popular typeface with a contemporary flair.

Preferred Type Weights:

23 Ultra Light Extended	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	57 Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
33 Thin Extended	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	77 Bold Condensed Oblique	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
43 Light Extended	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz		
53 Extended	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz		
53 Extended Oblique	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>		
63 Medium Extended	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz		
73 Bold Extended	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz		

Other Helvetica Neue LT Std weight options may be used only when necessary to accommodate certain space restrictions or unique applications such as signage or Internet use.

Font Usage (continued)

Examples for a Printed Page

titles,
73 Bold Extended

Title

main headings,
73 Bold Extended

Main Heading

sub-heads,
63 Medium Extended

Sub Head

lead-in headings,
75 Bold Extended

Bold Lead-in Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

Bullets,
53 Extended

■ **Bullets** Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Product Names,
53 Extended Oblique

Dignissim qui blandit praesent luptatum. ***Product Brand Name*** Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

numbers,
53 Extended

1. Numbers facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

body copy,
43 Light Extended

Captions: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

captions, 57 Condensed

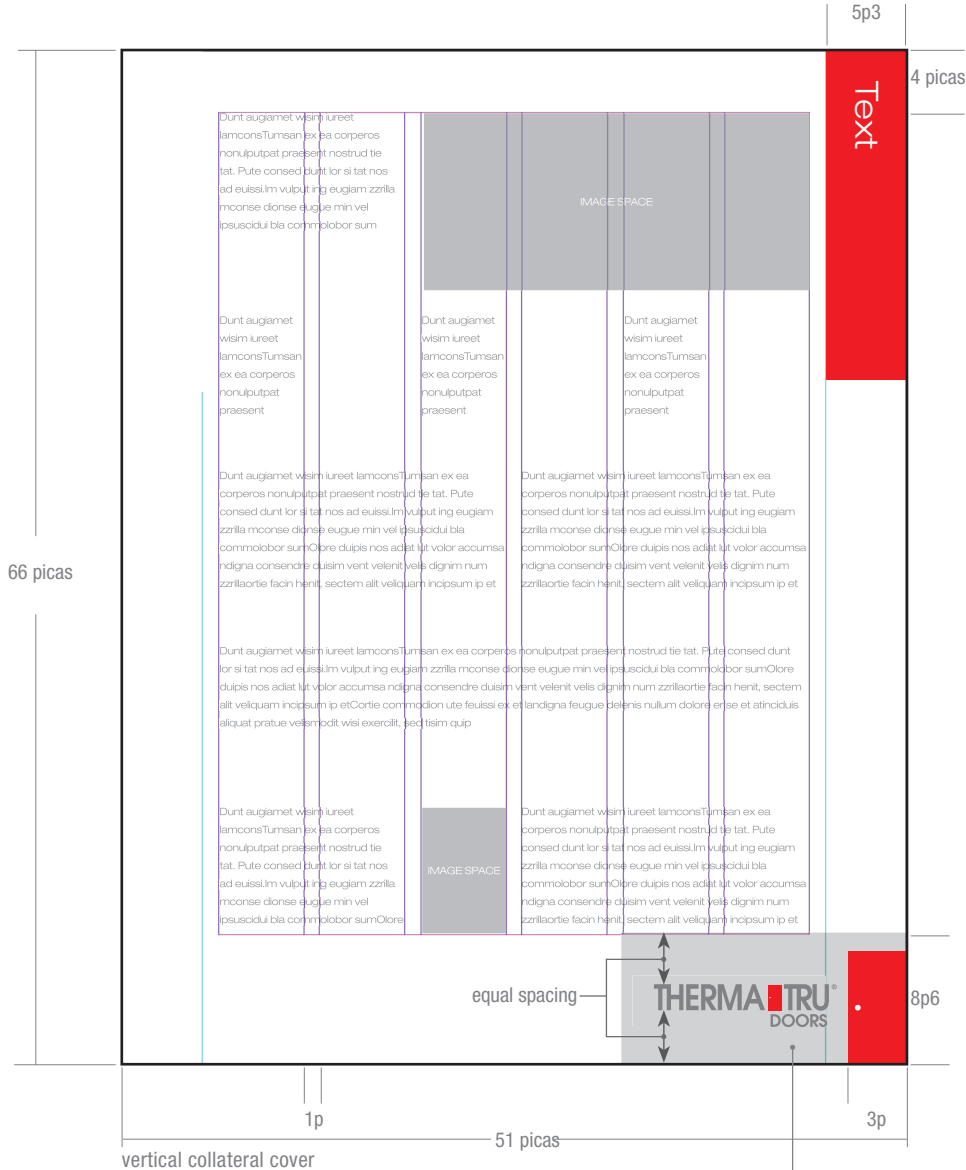
Quotes - "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat."

quotes,
77 Bold Condensed Oblique

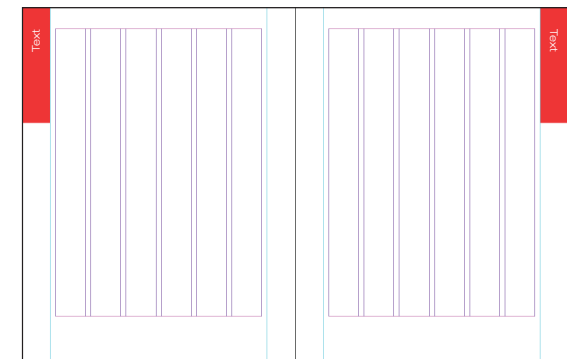
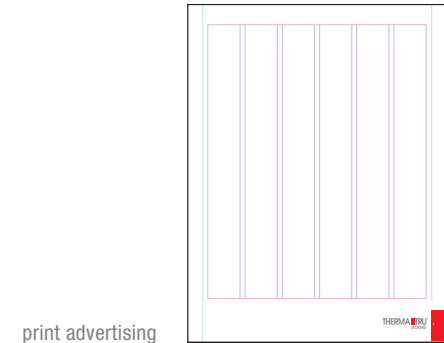
■ These bullet points are representative of our red door used throughout the brand standards and guidelines. Using this image reiterates our brand symbol and provides consistency. These bullet points must remain proportionate to the red door in the Therma-Tru logo.

Grid Systems

Division of Space: Vertical



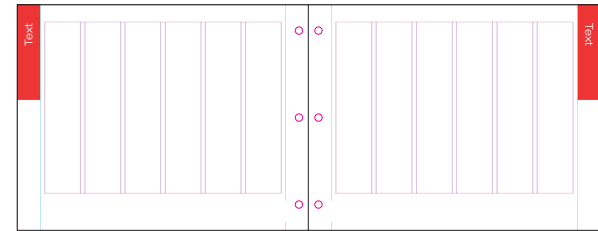
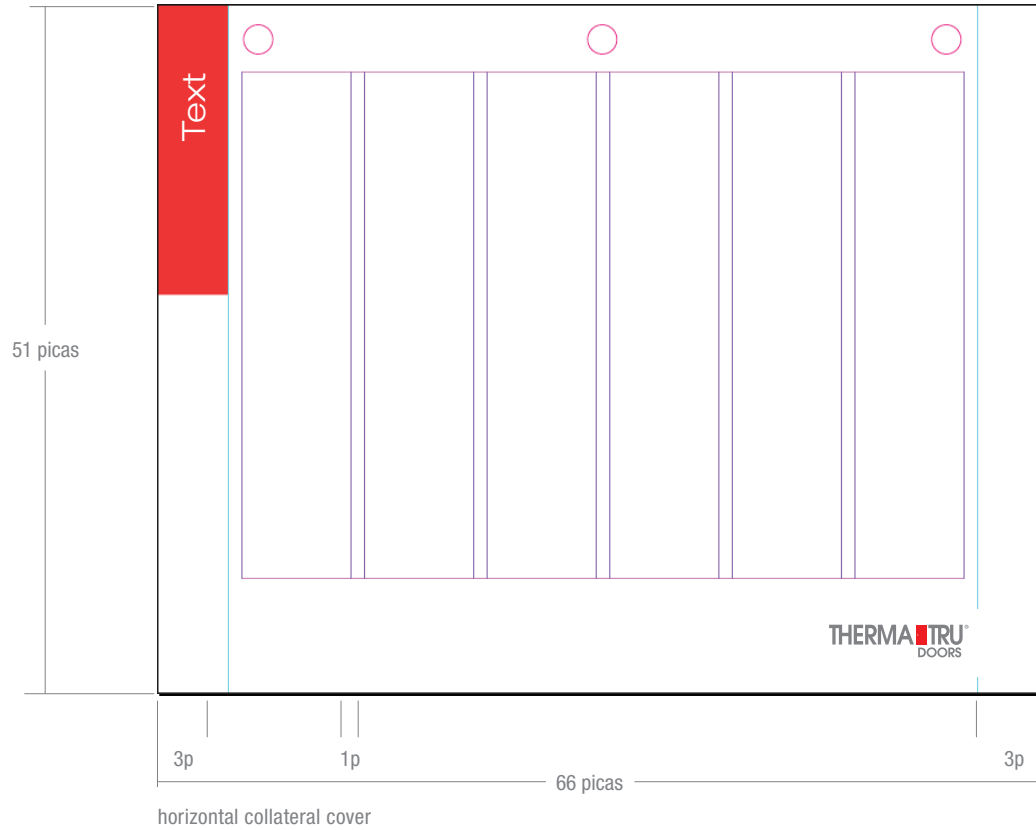
A simple grid system allows for flexibility within a layout. This structure can accommodate a variety of column widths and formats to help organize information on a page. All Therma-Tru communication pieces are to follow a six-column grid system.



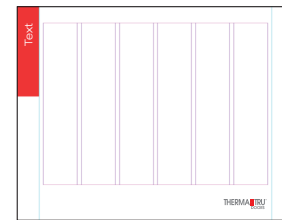
collateral spreads

Grid Systems (continued)

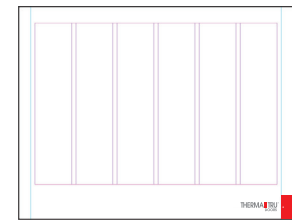
Division of Space: Horizontal



horizontal collateral



Web



PowerPoint

Red Door Device

Division of Space: Horizontal

The Red Door device is incorporated into branded communications as a visual depiction of Therma-Tru® Doors. It is to be shown in Therma-Tru Red, positioned in the lower right-hand corner of a page layout, and leveraged in the following manner:

- Print Advertising
- Collateral Front Covers
- PowerPoint



Logo Cropping

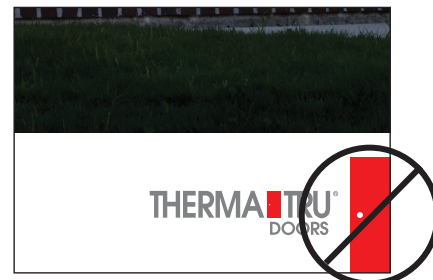


Correct

The red door must remain proportionate to the red door in the logo.



Incorrect

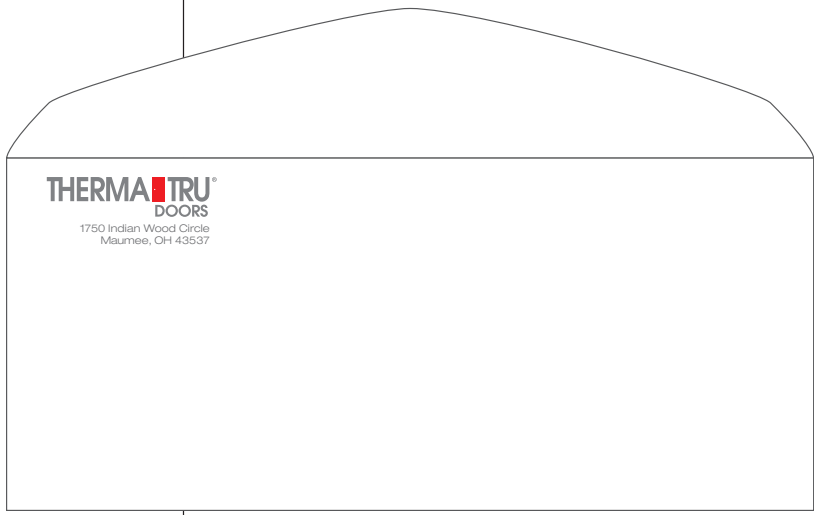


Incorrect

Administrative Documents



Letterhead



Envelope



Business Card

Registered Trademarks

When referring to Therma-Tru® trademarks, please follow these guidelines to ensure they are protected. Please note the difference between the ™ or ® symbol below. Also, all trademarks should be used as an adjective with a noun immediately following, i.e. AccuGrain® technology or Same-Day™ stain. The appropriate symbol is placed immediately after the trademark in subscript font, aligning at the baseline of the word to which it applies (™ or ®). If the specific characters are not available, then use the symbols in parenthetical form [(TM) or (R)]. This rule applies for the first and most prominent usage on a particular page.

Company Brands

Therma-Tru®
Tru-Logistics™
TT Technologies™

Product Brands

Adjusta-Fit® frame
Adjusta-Trim® frame
Benchmark by Therma-Tru®
Classic-Craft® door systems
Classic-Craft® American
Style Collection™
Classic-Craft® Mahogany Collection™
Classic-Craft® Oak Collection™
Classic-Craft® Rustic Collection™
Fiber-Classic® door systems
Flush-Fit™ frame
PDF® Hinged Patio Door Systems
Profiles™ steel door systems
Same-Day® stain
Slim-Line™ sliding patio door systems
Smooth-Star® door systems

Vinyl patio door system
Tru-Defense® door systems

Glass Designs

Arcadia™
Archlite™
Ashurst™
Augustine®
Bella™
Bevelline™
Blackstone®
Cambridge™
Camino®
Concorde™
Crystal
Diamonds™
Crystalline™
Delano™
DunThorpe®
Falling Water™
Florentino™
Frosted Images®
Hazelton™
Homeward™
Kensington™
Keystone™
Longford™
Park Ridge™
Provincial™
Salinas®
Saratoga™
Savannah™
Starlite®
TerraCourt®
Villager™
Varissa®
Wellesley™
WillowBrook®

Phrases

The Most
Preferred Brand
in the Business™
National Home
Valuation Study™
The “Steelbeater”
Fiberglass Door™

Non – Trademarked

Brookside
Central Park
Contemporary
Element
Sedona
Star (Radiant & Texas)

Technology

AccuGrain®
Thru-N-Tru®
TNT™